



A BOOK OF
AMERICAN
TRADE-MARKS

A BOOK OF
AMERICAN
TRADE-MARKS
& DEVICES

COMPILED BY
JOSEPH SINEL



NEW YORK
ALFRED·A·KNOPF
1924

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I N T R O D U C T I O N

☞ A search on our library shelves reveals an amazing mass of data concerning the trade-mark, practically all of which treats of the legal side of the subject, while such an important feature as design is ignored almost entirely. ☞ Always it is the arrangement of form, the carefully conceived units of design that make the distinctive emblem or device that is to secure identity for that which it represents. ☞ A distinguishing mark is so increasingly important to a modern business that careful thought should be given the selection of its elements, and skill and taste exercised in the decorative treatment. A good trade-mark is frequently a gradual evolution. The trade-mark, often, influences the appearance of the product, the printed matter and much of the advertising of its owner. ☞ Simplicity is the keynote of a good mark. Whatever form is used should be so simple in elements and execution that its poster quality will establish a definite and sustained impression; a form that will not lose its essential features no matter how small it may be. ☞ Flexibility, the ready adjustment to new conditions or requirements is next in importance, in order that a mark may be executed in metals, fabrics, electric signs, transparencies and the like, in addition to being rendered in line, tone and various color schemes and sizes for many printing processes. ☞ A device or emblem is generally more impressive and individual when its form is not controlled by the circle, square, diamond, triangle or other such usual shapes. An irregular

shaped mark, determined by the object, registers a much quicker and more lasting impression. A reference to the Fisher Body mark and that of McCutcheon's will illustrate this point. The Fisher mark, beautiful as it is, would be more individual and distinctive if the rectangular frame were omitted. ¶ Of similar interest is the use of objects or abstract forms in preference to the usual trade names, firm names or slogans. Not only do these obtain better design arrangements, but they speak a universal language when used on goods destined for foreign countries where the American name or phrase would be practically meaningless. ¶ For the most part, our national advertisers use marks, that may have distinctive features, but which are frequently so devoid of design merit as to be positively ugly; consequently the majority of designs here reproduced are those of less well known organizations and individuals. ¶ Too many of our marks which possess uncommon merit are borrowed or adapted from European examples. Especially is this noticeable in those used by some of our printers and publishers. ¶ Noteworthy and delightful trade devices by such designers as W. A. Dwiggins, Harvey Hopkins Dunn, T. M. Cleland, C. B. Falls, Edward Penfield, René Clarke and others, relieve the dull level of the vast field of American trade marks. ¶ Whenever it has been possible to secure authentic information, the name of the designer has been given. Frequently, the idea for a trade-mark was suggested by one man and executed by several, or vice-versa. ¶ While this does not attempt to be a technical book on trade-mark designing, it does present a comprehensive range of contemporary design examples from the many thousands of available marks. Its purpose is to show marks that have ornamental significance as well as characteristic trade value, with the hope that it will prove a worthy influence in the creation of new marks and in the adaptation of old ones. ¶ The making of this book was possible only through the co-operation of designers and owners of the various marks. And although it would be impractical to attempt acknowledgment to each individual or group, special mention should be made of indebtedness to Mr. Alfred A. Knopf, and to Mr. Elmer Adler of the Pynson Printers. The generous assistance of the Beck Engraving Co., the Japan Paper Company and the E. C. Lewis Co. contributed much to the successful completion of the work. The compiler desires to express to all of these his grateful appreciation.

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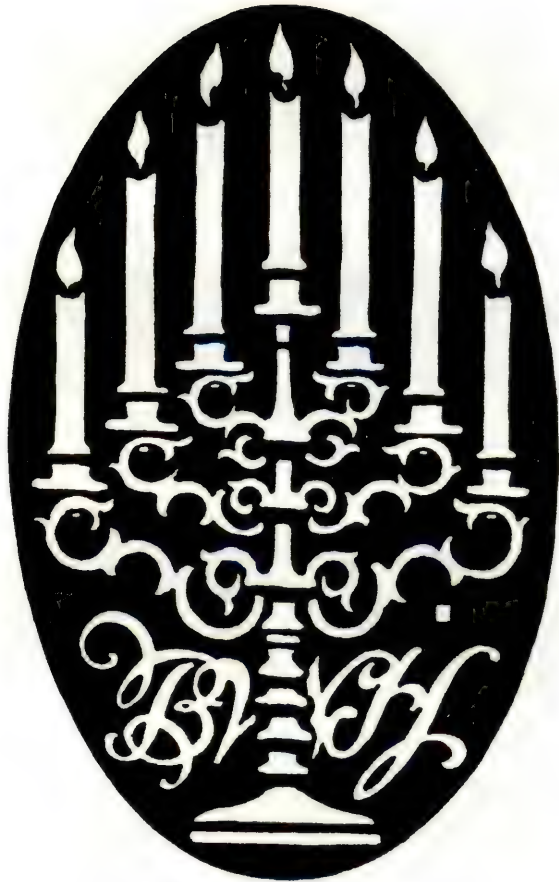
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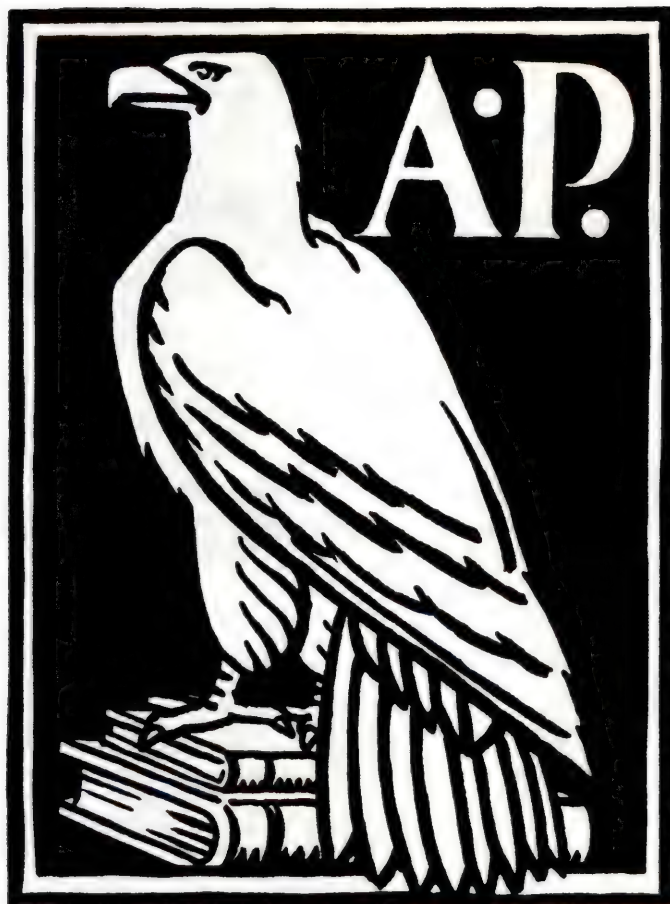


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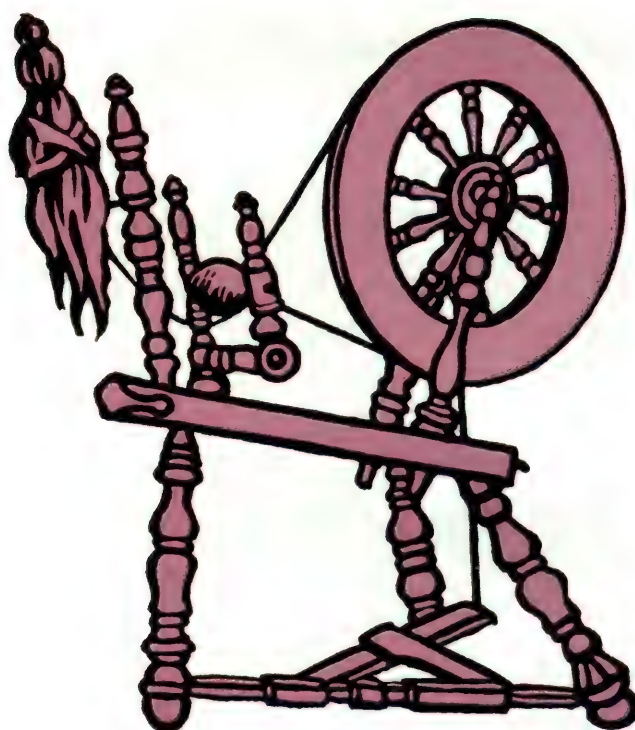
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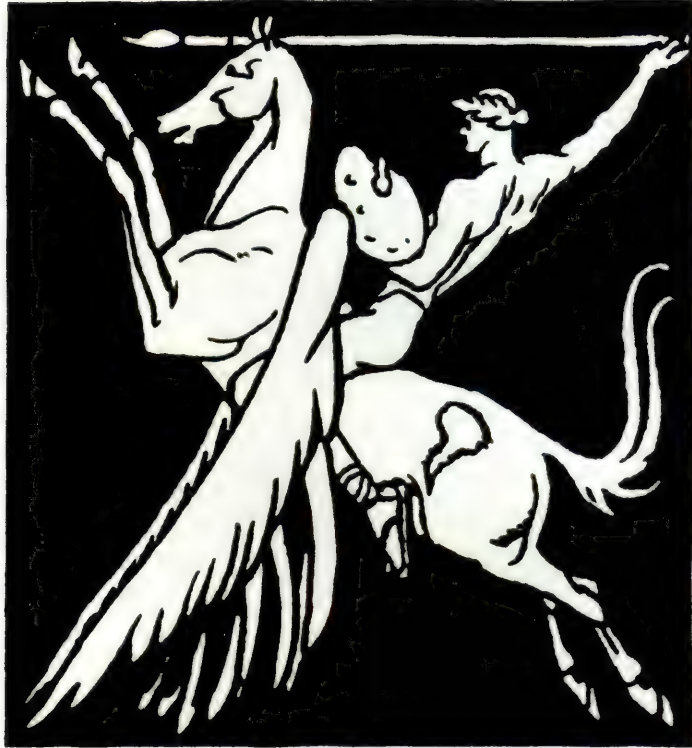
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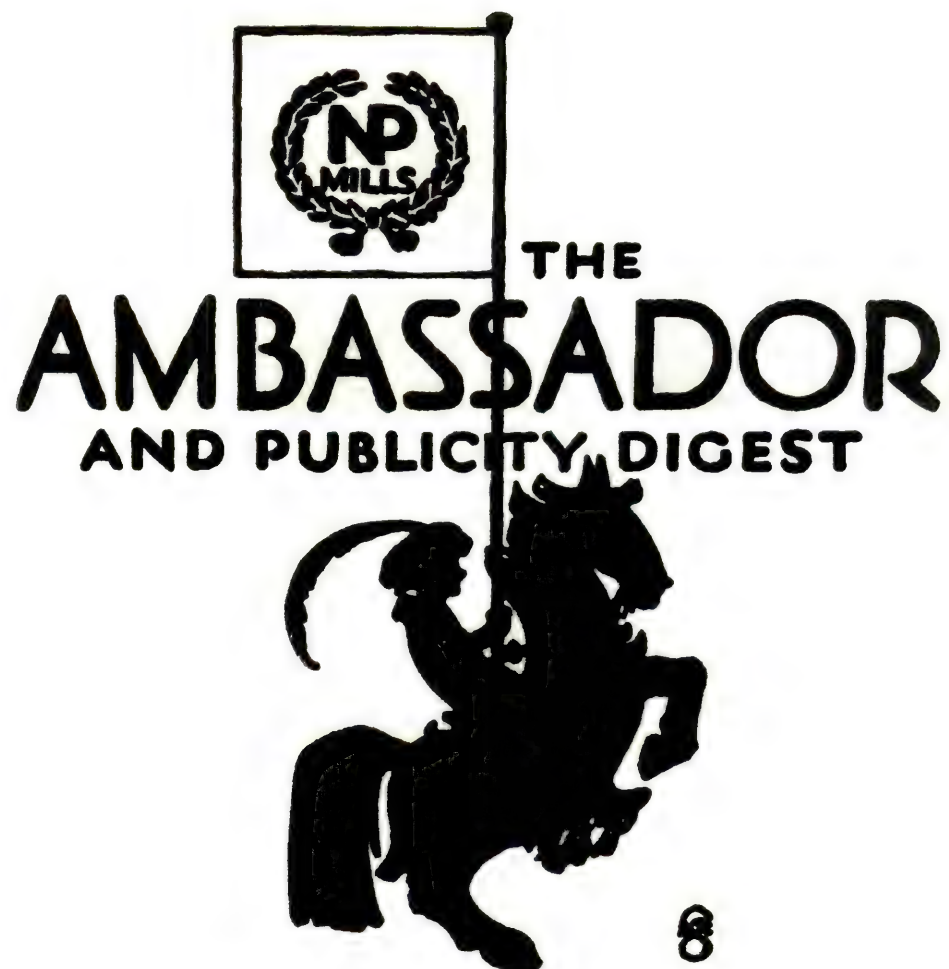
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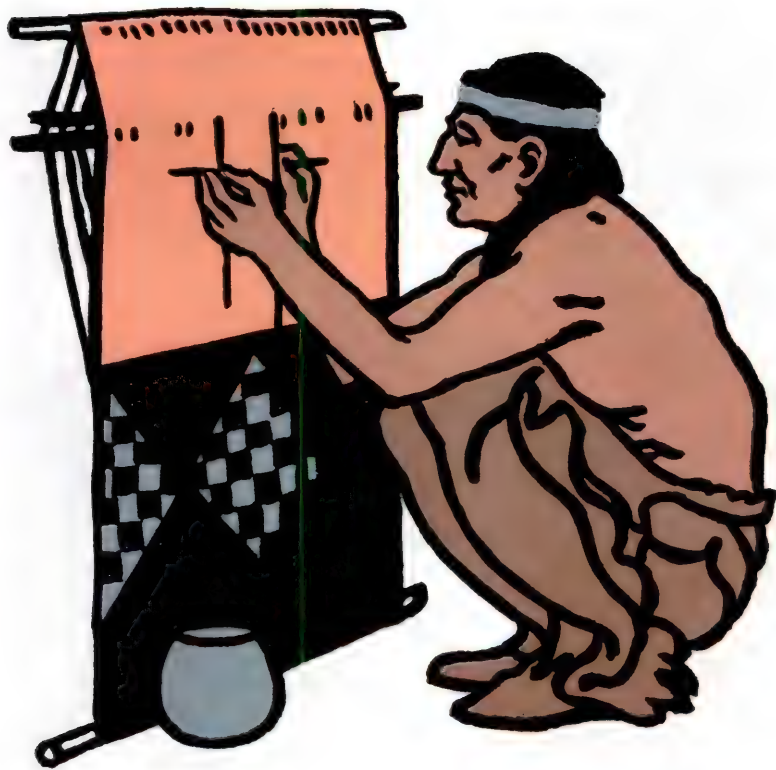
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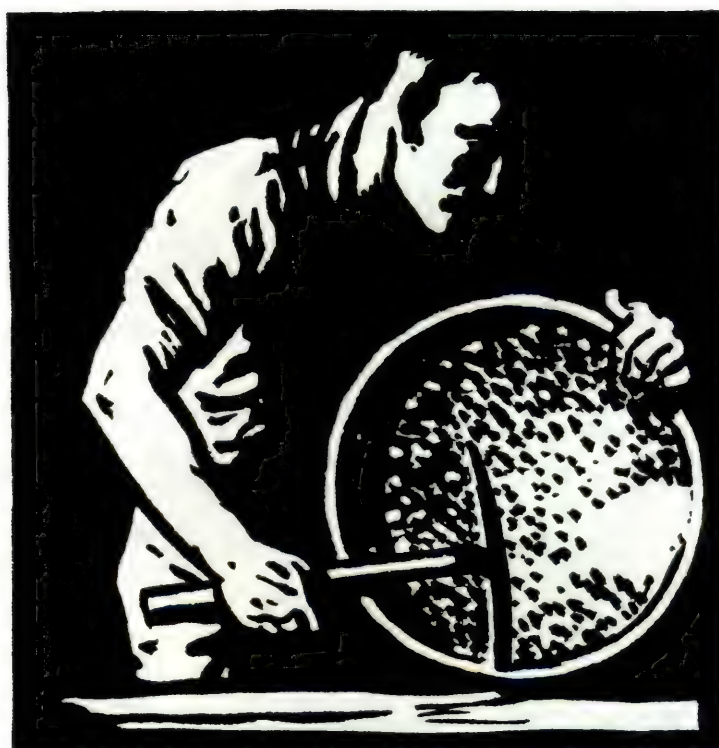
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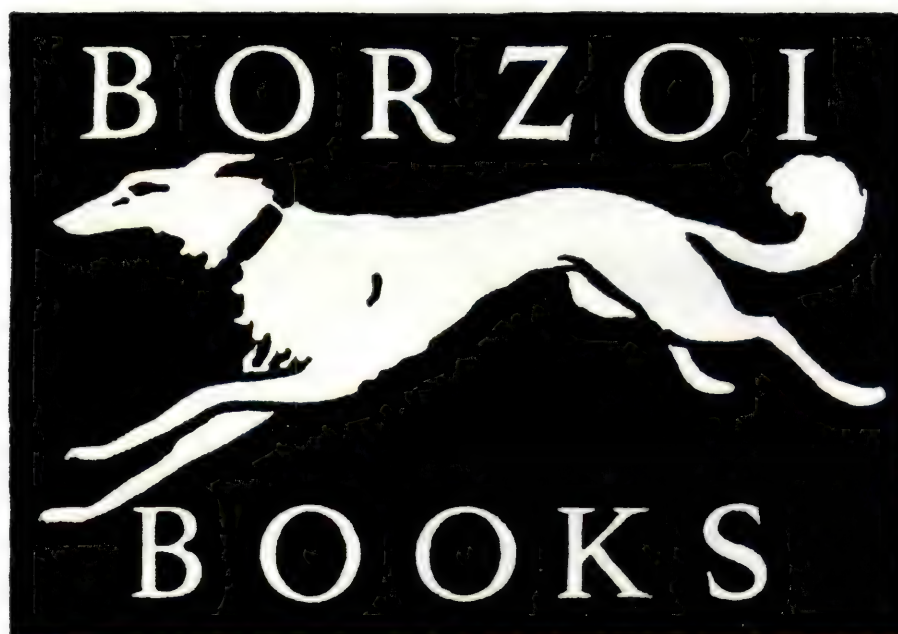
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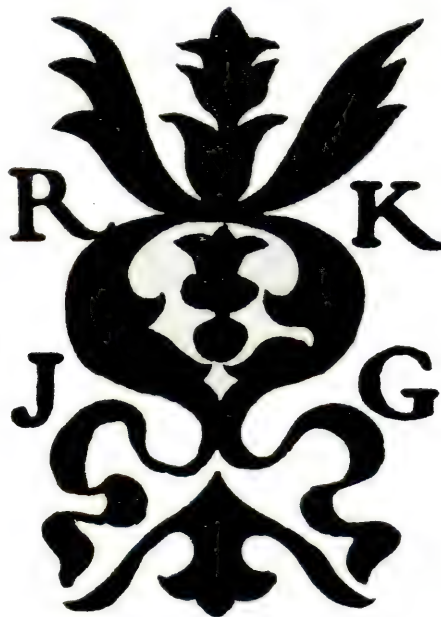
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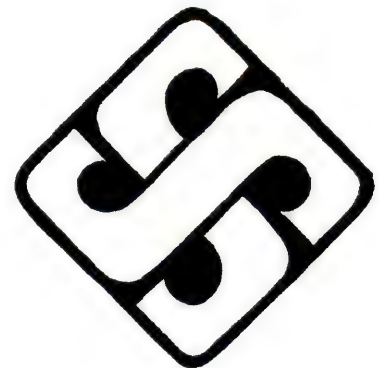
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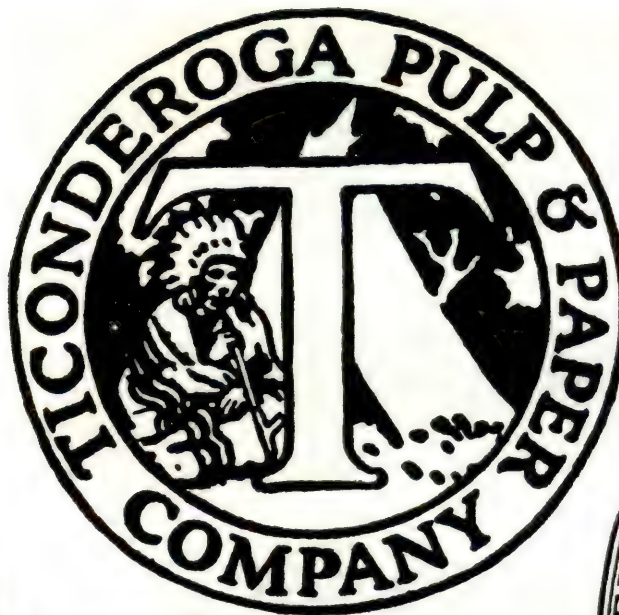
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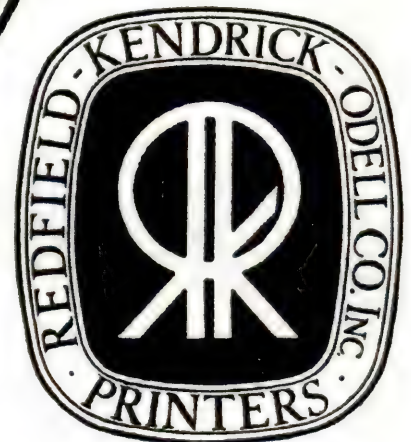
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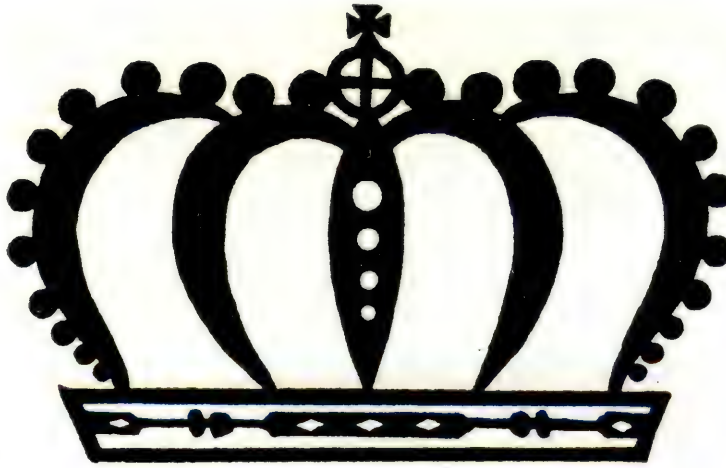


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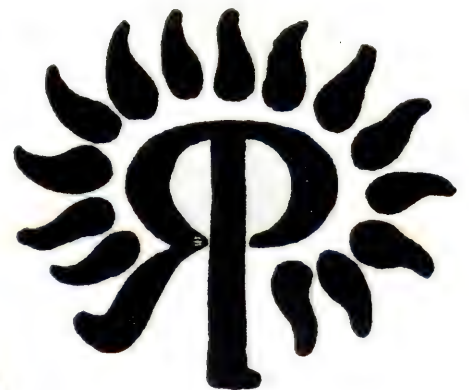
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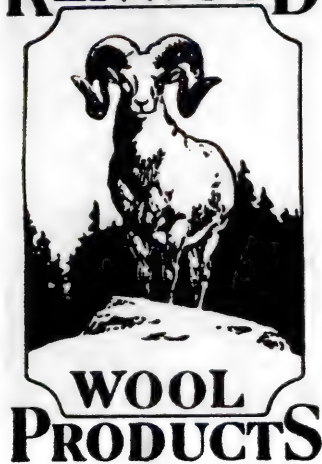


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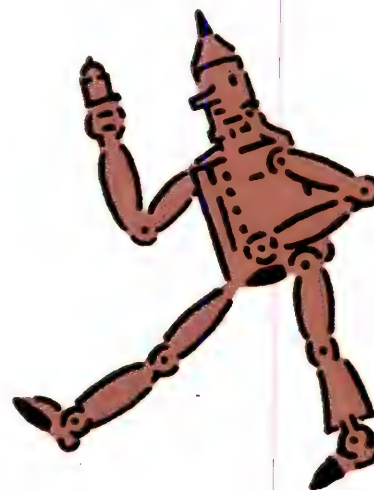
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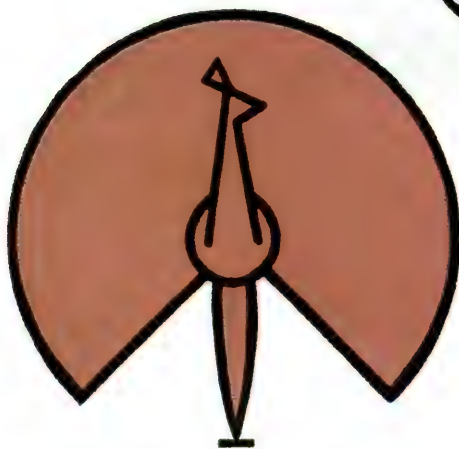
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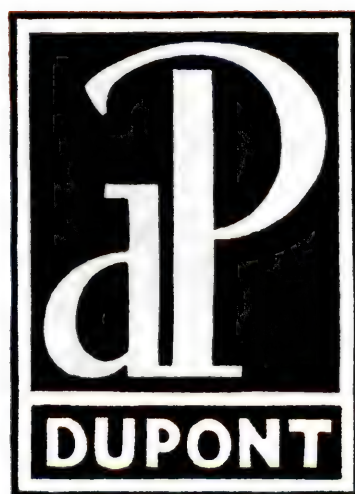
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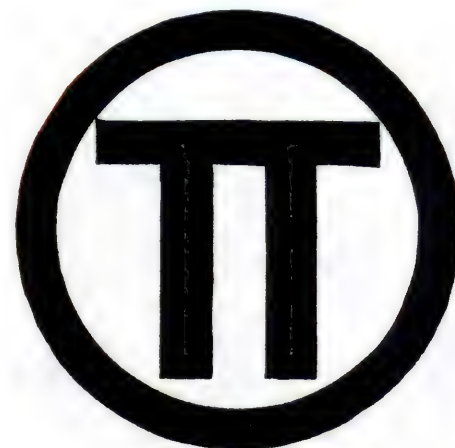
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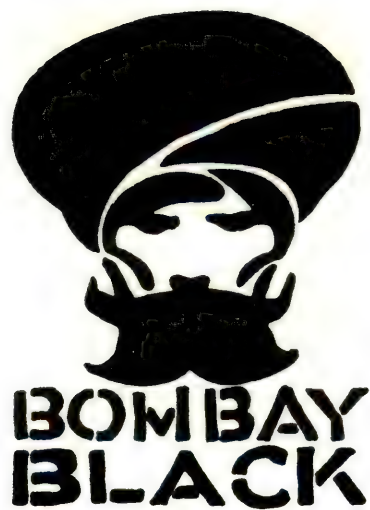
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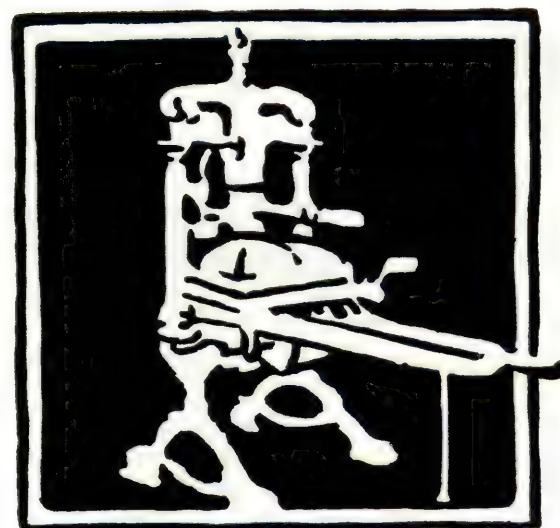
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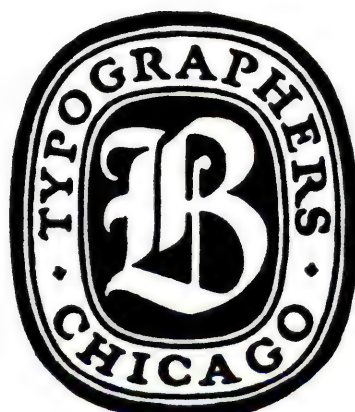
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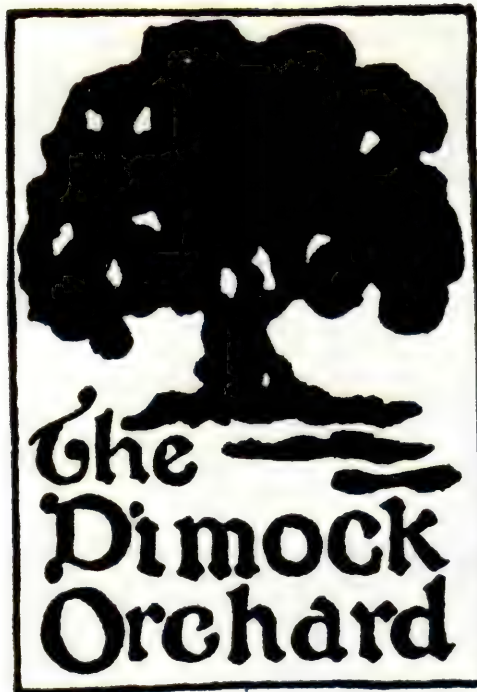
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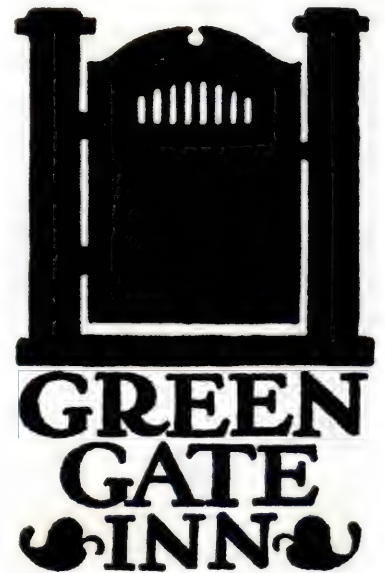
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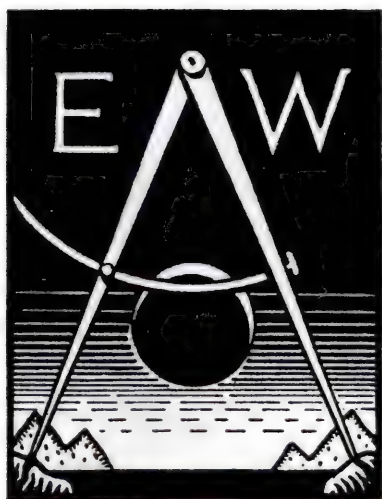
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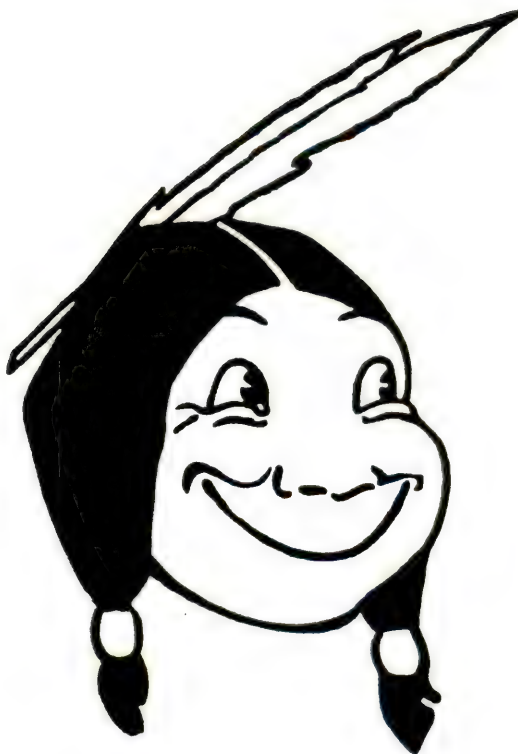
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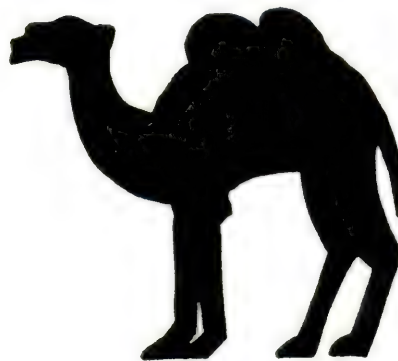
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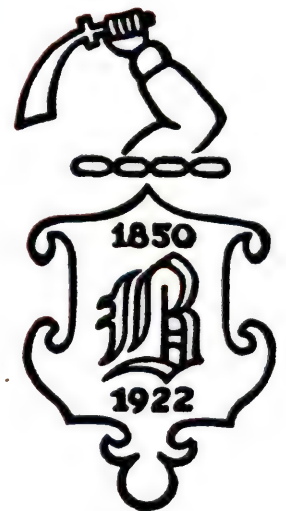


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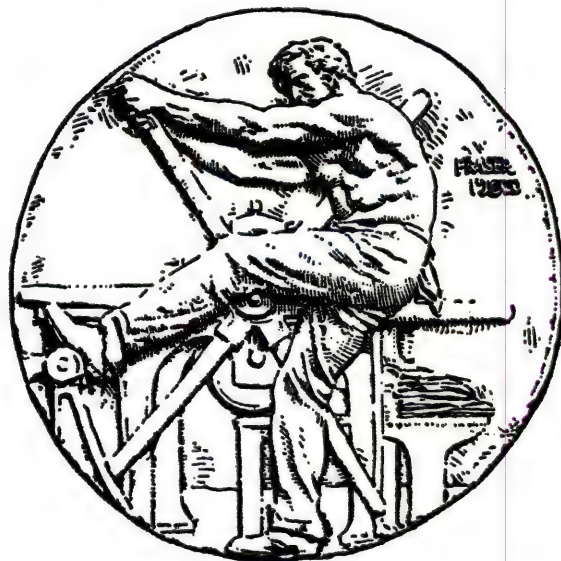
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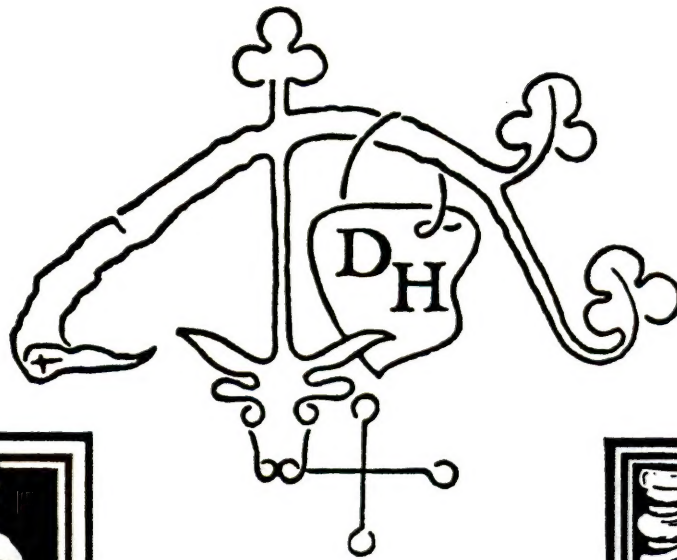
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60	G. E. Bursley & Company		55	Harcourt, Brace and Company	Charles K. Stevens
40	Cammeyer	Gustav B. Jensen	61	Harper & Brothers	
39	Champion Coated Paper Co.	Ralph I. Bartholomew	38	Harris Automatic Press Co.	
29	Chemical Paper Mfg. Co.	W. A. Dwiggins	5	Hart Schaffner & Marx	Edward Penfield
50	Columbia Phonograph Company		41	Hartford Accident & Indemnity	
39	Community Chest of San Francisco	Louis Treviso and Henry Luhrs	58	T. G. Hawkes & Co.	Thomas G. Hawkes
50	William Lyle Cook	Judson L. Starr	47	H. J. Heinz Co.	
51	Co-operative League of the United States of America, Assn., Inc.	James P. Warbasse	48	Helburn Thompson Company	Ethel G. Hoyle
55	Crane & Co., Inc.	Wilfrid L. Chausse	60	Hess Manufacturing Co.	
40	The Curtis Publishing Company		20	Horne and Livingston	Joseph Sinel
62	Cutler Mail Chute Company	James G. Cutler	57	Houghton Mifflin Company	E. H. Blashfield and Harold Cue
			49	The J. C. Hub Manufacturing Co.	Chester Siebold
			16	B. W. Huebsch, Inc.	C. B. Falls
			62	Dard Hunter	Dard Hunter
			43	F. C. Huyck & Sons	

PAGE	OWNER	DESIGNER	PAGE	OWNER	DESIGNER
14	Japan Paper Company	Thomas Nast Fairbanks and Jay Chambers	51	Lewis J. Rober	
56	Jordan Marsh Company		42	Rodgers Hosiery Co., Inc.	
45	Jordan Motor Car Company, Inc.	Edward S. Jordan	13	Rogers & Company	Joseph C. Leyendecker
6	King Company, The John S.		42	The Rookwood Pottery Company	Alfred Brennan
37	A. B. Kirschbaum Company	Joseph C. Leyendecker	62	St. Lawrence Boat Works, Inc.	Edward J. Madill
34	Alfred A. Knopf, Inc.	Rudolph Ruzicka	62	Salmagundi Club	
52	B. Kuppenheimer & Co., Inc.	Joseph C. Leyendecker	57	Salomon & Wiener Inc.	Lucian Bernhard
15	La Fayette Motors Corporation	Harvey Hopkins Dunn	38	Sandhill Fruit Growers Assn., Inc.	Barry Faulkner
50	Lee Tire & Rubber Co.		41	James Scarlett	
59	Liberty Paper Co.		47	M. & F. Schlosser	Lester Douglas
53	Life Extension Institute		55	Chas. Scribner's Sons	
57	Little, Brown, and Company	T. B. Hapgood	61	A. W. Shaw Company	Garth Jones
61	H. Loeb & Company	Lucian Bernhard	43	The Sherwin-Williams Co.	George W. Ford
54	MacManus Incorporated	Theodore F. MacManus	59	Si-monds Saw and Steel Co.	Alfred M. Remington
58	State of Maine Publicity Bureau	John Clarke Scales	58	Skookum Packers Assn., Inc.	
56	Marburg Bros., Inc.		54	The Spreckels Savage Tire Co.	Harold Von Schmidt
35	C. H. Masland & Sons, Inc.		51	Square D Company	B. D. Horton
61	The H. K. McCann Company			Standard Oil Company (Calif.)	
22	James McCutcheon & Company		43	Calol	
42	The Eugene McGuckin Co.		45	Zerolene	Alfred Galpin
43	Michaels, Stern & Co.	Herbert Meyer	38	Stephens Motor Car Co., Inc.	Walter Peters
48	The Minneapolis Journal	Gerald Page-Wood	38	Stetson Shoe Co., Inc.	
40	Minton, Balch & Co.		41	Stevens-Duryea, Inc.	
50	Monmouth Ct. Farmers' Ex.		44	Robert L. Stillson Company	Charles Little and W. D. Teague
59	Morton Salt Co.				J. G. Summers
60	Mulholland Bros., Inc.		53	Frederick A. Stokes Company	
47	Nairn Linoleum Co., The		58	The Stork Co.	
12	Conde Nast Publications	Harry McVickar and Frank X. Leyendecker	19	Strathmore Paper Company	
56	National Blank Book Co.		38	Sugar Products Co.	
40	National Organization for Public Health Nursing	Herman Matzen	36	Sunwise Turn Inc.	John Mowbray-Clarke
39	National Sculpture Society		51	Tappan Stove Co.	
54	The National Shawmut Bank		18	Taylor & Taylor	Frederic W. Goudy
53	Neenah Paper Company	W. Z. Stewart	61	Tennessee Furniture Corp.	
38	New Era Spring & Specialty Co.	H. C. Glidden	43	The Texas Company	
7	The New Republic		21	The Theatre Guild, Inc.	René Clarke
3	N.Y. Evening Post, Literary Review	H. W. Gorham	59	The Theroz Company	
26	Niagara Paper Mills	F. G. Cooper	40	Ticonderoga Pulp & Paper Co.	
42	Nineteen Hundred Washer Co.		46	Traub Manufacturing Co.	
55	Nippon Tea Co.		54	Trojalene Oil Co.	W. R. DeLappe
49	Northern Pacific Railway Co.		47	Union Sugar Co.	Alton C. Painter
50	Ohio Steel Foundry Co., The	J. E. Galvin	36	U. S. Treasury Department War Savings Stamps	
44	J. W. Oneal Chemical Co.		31	United Toilet Goods Company	Hans Flato
43	Ozmo Oil Refining Co.		49	Volland Company, P. F.	Ella Brison Troutmann
45	Paraffine Companies Inc., The		42	Wahtonah	
44	Pfau's American Instruments Co.		44	The Walker Engraving Co.	Thomas A. Sindelar
53	Plymouth Cordage Co.		38	Wester Bros.	
42	Herman G. Pohlman		58	Western Tobacco Co., Inc.	
43	Publishers Printing Co.		46	Westinghouse Electric & Manufacturing Company	
37	Thedam Puterschein's Sons	W. A. Dwiggins	57	E. Weyhe	Rockwell Kent
23	Pynson Printers Incorporated	W. D. Teague	51	George W. Wheelwright Paper	
40	Redfield-Kendrick-Odell Co.	Vance Goss	28	The White Company	W. A. Dwiggins
37	Winold Reiss Decorating Co.	Winold Reiss	9	The White Elephant	Nelson Amsden
			48	The Roger Williams Company	Wilfred O. Floing
			25	Wills Sainte Claire, Inc.	

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